

USAID – DRDF Dairy Project's Mass Awareness component ensures effective dissemination of project's key message among national as well as international stakeholders, in compliance with USAID's branding and marking requirements, through strategic planning and implementation of a mass awareness campaign. Dairy Project's print and electronic media campaigns are not only promoting the usage of best dairy farming practices, but are also creating awareness about the subject amongst Pakistan's general public which includes government institutions, universities and other stakeholders.

Project Achievements/ Impact

- 37,746 dairy farmers and 500 farm managers /commercial farmers have been trained
 - 17 percent increase in the average milk yield of dairy animals
 - 73 percent of the trained farmers are adopting more than 3 best farming practices.
 - 2,230 AITs have been trained; each earning an average monthly income of AITs is PKR 9,139/- (\$90 approx.).
 - 6,392 rural women have been trained as WLEWs, and provide much-needed basic animal health and nutrition services in 4,000 villages.
 - More than 8,000 employment opportunities have been generated for rural men and women.
 - 72 local farms have been upgraded into model dairy farms on a cost-share basis.
- Improved market linkages for project-trained dairy farmers, AITs and WLEWs.



Components	Overall Project Targets (2011-2016)	Income Target Per Month	Income Target Per Month
WLEW	6,000	\$20, (PKR 2000)	At least 60%
AIT	2,445	\$30 (PKR 3000)	
Dairy Farmers	48,900	10% increase in dairy income relative to baseline	
Farm Managers/ Commercial Farmers	500		
Farm Upgradation	100		
Biogas Units	10		

DAIRY PROJECT

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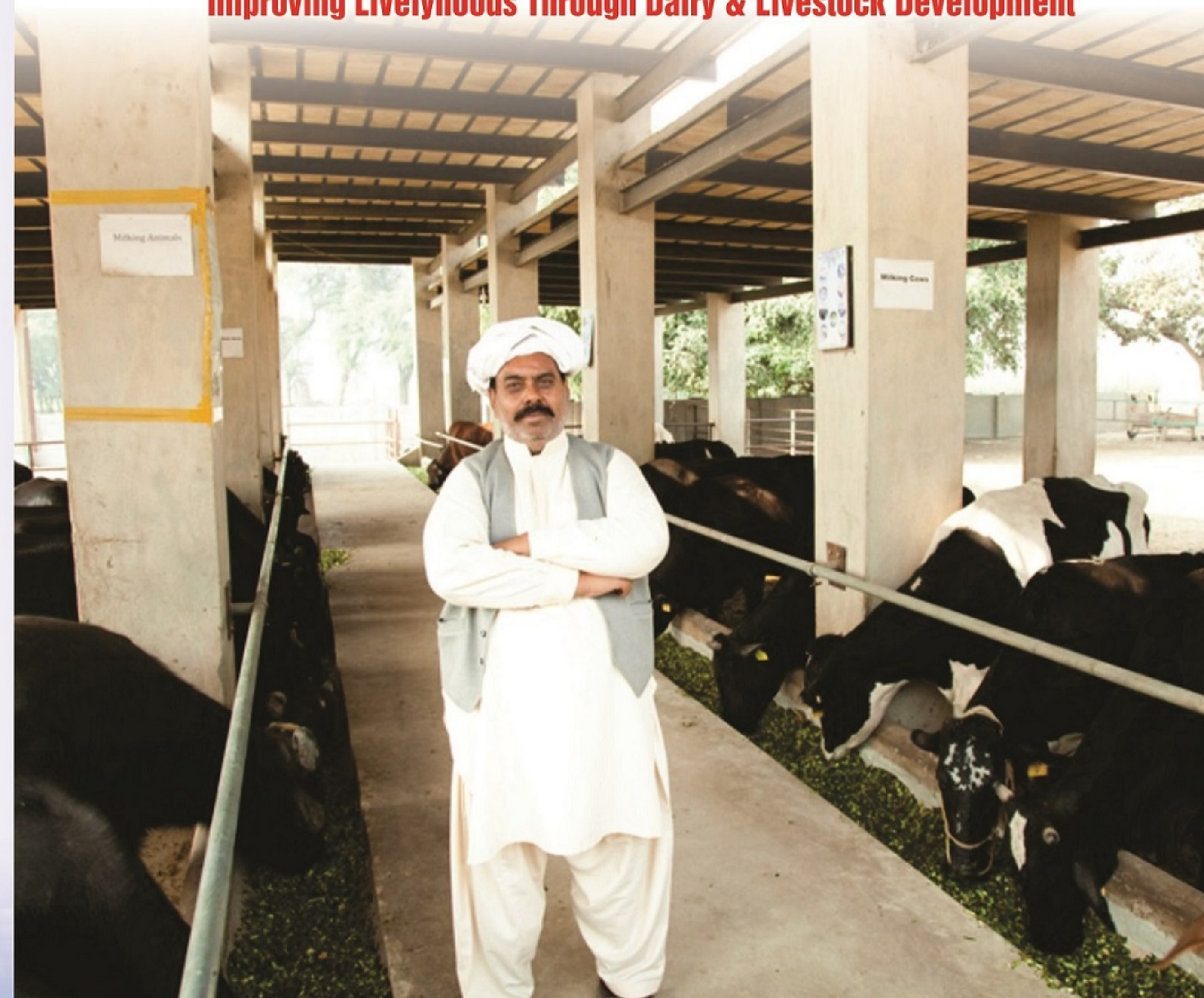


Dairy and Rural Development Foundation



Dairy Project

Improving Livelihoods Through Dairy & Livestock Development



Together we are creating a **ROSHAN PAKISTAN**

Background

The dairy and livestock sector contributes around 11 percent to the Gross Domestic Product (GDP) of Pakistan. There are eight million farming families and 76 million cattle and buffaloes in Pakistan. More than half of the dairy farmers live in the Punjab province. However, most of the dairy farmers have only two to three dairy animals and do not follow progressive dairy farming practices. Moreover, few farmers have access to veterinary and breed improvement services which can improve dairy animals' milk yield. As a result, there is demand/supply gap of around three billion liters, which will continue to increase due to population increase.

USAID-DRDF Dairy Project

The Dairy Project is a joint effort of United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) to foster sustainable increase in dairy and livestock productivity through adoption of best farming practices, breed improvement, availability of timely extension services, and promotion of livestock businesses.

Due to the vital importance of livestock sector in the rural economy of Pakistan, the Dairy Project's training programs for dairy farmers, women livestock extension workers, and artificial insemination technicians play an important role in transforming livelihoods of rural communities.

Project Components

1. Training and Support for Dairy Farmers



A key component of the USAID-DRDF Dairy Project is to provide training and support to dairy farmers. Dairy Project's extensive training programs for dairy farmers are encouraging socio economic empowerment of rural farming communities, especially in South Punjab, through trainings and skill development programs. These trainings aim to build the capacities of dairy farmers in best farming practices and introduce innovations resulting in an increase in milk yield and household incomes. Furthermore, the Dairy Project is providing trainings targeted towards Farm Managers with the aim of establishing them as fully-trained, skilled farm managers who will be able to manage large commercial dairy farms. These trainings help the Dairy Project achieve its primary goal of creating incomes and opportunities for rural farmers, largely associated with the dairy sector in Pakistan.

Implementing Organization	Geographic Focus	Partners
Dairy and Rural Development Foundation (DRDF)	All four provinces, with a major focus on Punjab	University of Veterinary & Animal Sciences (UVAS), Lahore Punjab Vocational Training Council (PVTCT), and PMAS-Arid Agriculture University, Rawalpindi
Time Frame		Beneficiaries
(Five year July 2011 – October 2016)		Rural population connected to livestock sector

2. Training and Support for Artificial Insemination Technicians (AITs)



In order to improve the genetic potential of existing dairy animal breeds, there is an immense need to introduce the trend of breed improvement for better milk production and profitable dairy farming in Pakistan. The AIT component aims to improve the provision of Artificial insemination services to foster good quality breeds for improving livestock productivity and enhancing incomes of rural youth. The Dairy Project and DRDF continue to provide extensive follow-up and support to the AITs post-training. High performing AITs are also awarded motorbikes for attending timely insemination cases and traveling across other villages.

3. Training and Support for Women Livestock Extension Workers (WLEWs)



Dairy Project improves livestock productivity and incomes of rural women by training them as Women Livestock Extension Workers (WLEWs). Through these trainings, unemployed, marginalized rural women are empowered through the provision of knowledge, official certification from the University of Veterinary and Animal Sciences as well as skills and tools to provide much-needed animal health care and management, vaccination, deworming, mastitis control, and record keeping in their villages. Successful project-trained WLEWs are given support kits to start off their businesses as well.

4. Farm Upgradation & Bio-gas Units



USAID-DRDF Dairy Project is upgrading local farms of selected dairy farmers to model farms. The upgradation includes infrastructure development, provision of equipment and machinery, farmer trainings and a balanced herd composition. The project assists the farmers in the installation of sheds, silage pits, water troughs, fencing, farm cooling system and fodder production units, as well as provision of equipment such as milking parlors, silage machines etc. Once upgraded, these farms serve as training centers in the villages, providing outreach and coverage to the farmers to learn and adopt the best dairy farm practices and skills such as shed management, feeding, free access to water etc. Furthermore, the Dairy Project is helping farmers utilize animal waste as an alternative source of energy (bio-gas) to meet their/community requirements.

5. Mass Awareness Campaign

